

*multiple orders

SUB CLASS

CIRCLE ONE *NEW BUSINESS/WITH AGY=A / NEW BUSINESS/NO AGY=N

AMOUNT OF ORDER \$ 16,250 ADDRESS / NEW CLIENT ORDER STARTS 10/9/12

AGENCY NAME: Great American Media AGY # _____

ADVERTISER NAME: Democratic Senatorial
Campaign Committee ADV # _____

AGENCY ADDRESS: 1010 Wisconsin ave.

CITY washington STATE DC ZIP CODE 20007

PHONE NUMBER _____ BUYER NAME Dan Nagelberg

GET FROM TRAFFIC * BRAND CODE _____ CONFLICT CODE _____

A/E NAME D. Clark AGY COMMISSION YES/NO _____ REP # _____ OFFICE _____ SALESMAN# _____

CIA ACCOUNT _____ CREDIT APPLICATION NEEDED _____ LETTER OF LIABILITY _____

SALES MANAGEMENT APPROVAL _____ SALES MANAGEMENT APPROVAL ACT

NOT NEW BIZ

NEW BIZ

REP-HEADLINE# 6135438
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP

MAY7/12 12.40
*** WDCW-TV ***

ADV # _____ ADV. NAME ISS/DSCC
AGY # _____ AGY. NAME GREAT AMERICAN MEDIA
1010 WISCONSIN AVENUE
WASHINGTON, DC 20007

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME DAN NAGELBURG
SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6135438
PRDCT DSCC EST#1139 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT9/12 OCT15/12 WK-1

CLASS: NATL. LOCAL REGIONAL

CITY TAX _____ STATE TAX _____

CO-OP BILLING NEEDED

DATE MAY7/12 12.40

REP: TO: NSA WDCW
FROM: GREG FOR DAVE
NEW ORDER
TTL...\$16250...30X
THX PLS CFM, 5/7/12

*New biz date 10/10/13

1, 2, 7, 8 => :30s/:30s

Newsplus nu. desc

(15) -> NCAA SEC Football

(20) -> Sports Week

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =

AGENCY EST# = 1139

1			800A-900A	30		\$200.00	10/9	10/12	1		TU-F	1
PROGRAM : NEWS PLUS AN												
2			800A-900A	30		\$200.00	10/13	10/13	1		MON	1
PROGRAM : NEWS PLUS AN												
3			600P-630P	30		\$300.00	10/9	10/12	2		TU-F	2
PROGRAM : SEINFELD												

①



CF 7/12

REP HEADLINE# 6135438
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY 7/12 12.40
*** WDCW-TV ***

:LINE#	:REP	:CD:	TIME PERIOD	:LGTH	:SEC	:	RATE	:	START DATE	:	END DATE	:	SPTS/WK	:	WEEK INVT	:	DAYS	:	TOTL SPTS
4			600P-630P PROGRAM : SEINFELD	30			\$300.00		10/15		10/15		1				MON		1
5			630P-700P PROGRAM : SEINFELD	30			\$300.00		10/9		10/12		2				TU-F		2
6			630P-700P PROGRAM : SEINFELD	30			\$300.00		10/15		10/15		1				MON		1
7			600P-700P PROGRAM : NEWS PLUS AM	30			\$600.00		10/9		10/12		2				TU-F		2
8			600P-700P PROGRAM : NEWS PLUS AM	30			\$600.00		10/15		10/15		1				MON		1
9			700P-730P PROGRAM : 2.5 MEN	30			\$1,100.00		10/9		10/12		2				TU-F		2
10			700P-730P PROGRAM : 2.5 MEN	30			\$1,100.00		10/15		10/15		1				MON		1
11			730P-800P PROGRAM : 2.5 MEN	30			\$1,200.00		10/9		10/12		2				TU-F		2
12			730P-800P PROGRAM : 2.5 MEN	30			\$1,200.00		10/15		10/15		1				MON		1
13			700P-730P PROGRAM : SAT 7P 2.5 MEN	30			\$550.00		10/13		10/13		1				SAT		1
14			730P-800P PROGRAM : SAT 730P 2.5 MEN	30			\$550.00		10/13		10/13		1				SAT		1
15			1200N-1230P PROGRAM : SAT COLLEGE FOOTBALL	30			\$900.00		10/13		10/13		2				SAT		2

REP HEADLINE# 6135438
 *** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY7/12 12.40
 *** WDCW-TV ***

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	: SPTS	: WEEK	: DAYS	: TOTL
:LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
16			900A-1000A	30		\$275.00	10/9	10/12	3		TU-F	3
	PROGRAM :		JUDGE MATHIS									
17			1000A-1100A	30		\$275.00	10/15	10/15	1		MON	1
	PROGRAM :		PEOPLE'S COURT 10A									
18			1100A-1200N	30		\$275.00	10/9	10/12	3		TU-F	3
	PROGRAM :		PEOPLE'S COURT 10A									
19			200P-300P	30		\$275.00	10/15	10/15	1		MON	1
	PROGRAM :		MAURY POVICH									
20			1230P-100P	30		\$250.00	10/14	10/14	1		SUN	1
	PROGRAM :		SPORTS WEEK									
OCT/12			16250.00									
											CONTRACT TOTAL	16250.00
											TOTAL SPOTS	30

MARKET TOTALS \$541,666 WDCW 3% WJLA 21% WUSA 21% WRC 21% WTTG 32% WFXW 0% WDCA 2%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*